

# Special Promotional Programs





# Special Promotional Programs



## Mission Statement

To advance the City's economy by promoting the City of San Diego as a visitor destination in the national and international marketplace; support programs that increase hotel occupancy and attract industry resulting in the generation of Transient Occupancy Tax (TOT) and other revenue; to develop, maintain, and enhance visitor-related facilities; supporting the City's cultural amenities and natural attractions.

## Department Summary

Special Promotional Programs					
	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL	FY 2007-2008 CHANGE	
Positions	6.77	7.00	7.00	0.00	
Personnel Expense	\$ 680,478	\$ 695,055	\$ 736,856	\$ 41,801	
Non-Personnel Expense	\$ 103,386,363	\$ 70,397,499	\$ 76,816,992	\$ 6,419,493	
TOTAL	\$ 104,066,841	\$ 71,092,554	\$ 77,553,848	\$ 6,461,294	

## Department Staffing

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>TRANSIENT OCCUPANCY TAX FUND</b>			
<b>Commission for Arts and Culture</b>			
Administration	2.12	2.10	2.10
Allocations and Training	2.65	2.90	2.90
Public Art	1.00	2.00	2.00
<b>Total</b>	<b>5.77</b>	<b>7.00</b>	<b>7.00</b>

# Special Promotional Programs

## Department Staffing

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>TRANSIENT OCCUPANCY TAX FUND</b>			
<b>Safety &amp; Maint of Visitor-Related Fac.</b>			
Safety and Maint of Visitor Facilities	1.00	0.00	0.00
<b>Total</b>	<b>1.00</b>	<b>0.00</b>	<b>0.00</b>
<b>DEPARTMENT TOTAL</b>	<b>6.77</b>	<b>7.00</b>	<b>7.00</b>

## Department Expenditures

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>TRANSIENT OCCUPANCY TAX FUND</b>			
<b>Commission for Arts and Culture</b>			
Administration	\$ 334,075	\$ 332,702	\$ 329,677
Allocations and Training	\$ 294,421	\$ 311,382	\$ 328,032
Commission for Arts and Culture	\$ -	\$ 3,115	\$ 16,720
Public Art	\$ 140,543	\$ 224,194	\$ 234,969
Special Initiatives	\$ 6,383	\$ 6,369	\$ 6,369
<b>Total</b>	<b>\$ 775,422</b>	<b>\$ 877,762</b>	<b>\$ 915,767</b>
<b>Arts, Culture and Community Festivals</b>			
Creative Communities San Diego	\$ 465,483	\$ 498,015	\$ 645,118
Organizational Support	\$ 6,449,179	\$ 6,449,181	\$ 6,449,183
Public Art Fund	\$ 52,882	\$ 30,000	\$ 30,000
<b>Total</b>	<b>\$ 6,967,544</b>	<b>\$ 6,977,196</b>	<b>\$ 7,124,301</b>
<b>Capital Improvements</b>			
Capital Improvements	\$ 40,739,871	\$ 44,178,511	\$ 39,178,337
<b>Total</b>	<b>\$ 40,739,871</b>	<b>\$ 44,178,511</b>	<b>\$ 39,178,337</b>
<b>Economic Development</b>			
Citywide Economic Development	\$ 12,097,575	\$ 12,093,567	\$ 11,654,470
Economic Development and Tourism Support	\$ 589,062	\$ 590,542	\$ 718,187
<b>Total</b>	<b>\$ 12,686,637</b>	<b>\$ 12,684,109</b>	<b>\$ 12,372,657</b>
<b>Major Events</b>			
Major Events	\$ 300,000	\$ -	\$ 38,462
<b>Total</b>	<b>\$ 300,000</b>	<b>\$ -</b>	<b>\$ 38,462</b>
<b>Safety &amp; Maint of Visitor-Related Fac.</b>			
Safety and Maint of Visitor Facilities	\$ 42,597,367	\$ 6,374,976	\$ 17,924,324
<b>Total</b>	<b>\$ 42,597,367</b>	<b>\$ 6,374,976</b>	<b>\$ 17,924,324</b>
<b>DEPARTMENT TOTAL</b>	<b>\$ 104,066,841</b>	<b>\$ 71,092,554</b>	<b>\$ 77,553,848</b>

# Special Promotional Programs

## Significant Budget Adjustments

### TRANSIENT OCCUPANCY TAX FUND

Arts, Culture and Community Festivals	Positions	Cost	Revenue
<b>Adjustments due to IBA/City Council Recommendations</b>	0.00 \$	120,000 \$	0
Increase in allocations to City Council, to be distributed directly to community groups.			
<b>Increase in Arts, Culture, and Community Festivals</b>	0.00 \$	27,100 \$	0
Increase in allocations to Mayor/City Council, to be distributed directly to community groups.			
<b>Redistribution of Funding Recommendations</b>	0.00 \$	5 \$	0
The slight increase is due to a rounding issue. An offsetting amount will be reflected in the Commission for Arts and Culture Administration budget.			

Capital Improvements	Positions	Cost	Revenue
<b>Adjustments due to IBA/City Council Recommendations</b>	0.00 \$	0 \$	(3,361,102)
Reduction of revenue of \$5 million, related to the removal of Tourism Marketing District (TMD) from the Fiscal Year 2008 Annual Budget. This adjustment is due to a delay in the establishment of the TMD. In addition the projected TOT receipts have been increased by \$1,638,898 due to strong economic indicators in the visitor industry.			
<b>PETCO Park Re-Financing/Tourism Marketing District (TMD)</b>	0.00 \$	(1,820,345) \$	(2,600,000)
Adjustment in expense is due to the reallocation of PETCO Park Rate Stabilization Fund to General Fund balance. This action will reduce the Fiscal Year 2008 TOT allocation to PETCO Park. In addition, an adjustment was made to reduce related revenue to the TMD from the Fiscal Year 2008 Proposed Budget; this adjustment is due to a delay in the establishment of the TMD.			
<b>Support for Capital Improvements</b>	0.00 \$	(3,179,829) \$	12,432,048
Annual adjustments in support of debt service payments to Balboa Park/Mission Bay Park Improvements, Convention Center Complex, PETCO Park, and Trolley Extension Reserve. The decrease in debt service is due to the refinancing of PETCO Park bonds. Increase in revenue is associated with revenue projections for TOT and the budgeting of the Tourism Marketing District, which has been removed from the fiscal year 2008 budget reflected above.			

# Special Promotional Programs

## Significant Budget Adjustments

### TRANSIENT OCCUPANCY TAX FUND

Commission for Arts and Culture	Positions	Cost	Revenue
<b>Salary and Benefit Adjustments</b> Adjustments to reflect the annualization of the Fiscal Year 2007 negotiated salary compensation schedule, changes to average salaries, retirement contributions, retiree health contributions, and other benefit compensation.	0.00 \$	28,641 \$	0
<b>Increase to Retiree Health Care-Other Post-Employment Benefits (OPEB)</b> Addition of funds to be applied towards the total liability for retiree health care.	0.00 \$	13,605 \$	0
<b>Support for Information Technology</b> Funding is allocated according to a zero-based annual review of information technology funding requirements and priority analyses.	0.00 \$	5,151 \$	0
<b>Final Balancing</b> Adjustment to ensure a balanced Special Promotional Program budget after final implemented Personnel Expense Adjustments (PEA).	0.00 \$	3,917 \$	0
<b>Transfer for the Information Technology Central Organization</b> Transfer of positions and/or support from other City departments as a result of Business Process Re-engineering recommendations to centralize information technology support.	0.00 \$	1,757 \$	0
<b>Redistribution of Funding Recommendations</b> The slight decrease is due to a rounding issue. An offsetting amount is reflected in Arts, Culture, and Community Festivals.	0.00 \$	(5) \$	0
<b>Non-Discretionary</b> Adjustments to reflect expenses that are determined outside of the Department's direct control. Examples of these adjustments include utilities, insurance, and rent.	0.00 \$	(15,061) \$	0
Economic Development	Positions	Cost	Revenue
<b>Adjustment to Organizational Support</b> Increase support for the San Diego Hall of Champions which has historically been funded in this category.	0.00 \$	75,000 \$	0
<b>Reduction in Economic Development Support</b> Reduction in allocations to community groups based on reduced availability of TOT revenues in Special Promotional Programs.	0.00 \$	(386,452) \$	0

# Special Promotional Programs

## Significant Budget Adjustments

### TRANSIENT OCCUPANCY TAX FUND

Major Events	Positions	Cost	Revenue
<b>Support for Major Events</b> Increase in support for attracting international events and conventions to the City of San Diego.	0.00 \$	388,117 \$	0
<b>Redistribution to Major Event Support</b> Decrease to the Major Events Revolving Fund due to a redistribution of funds to the Balboa Park Centennial Celebration.	0.00 \$	(150,000) \$	0
<b>Adjustments to Major Event Support</b> Decrease to the Major Events Revolving Fund due to a various adjustments in other areas of Special Promotional Programs. A part of this adjustment is due to an increase in funding for the San Diego Hall of Champions.	0.00 \$	(199,655) \$	0
Safety & Maint of Visitor-Related Fac.	Positions	Cost	Revenue
<b>Salary and Benefit Adjustments</b> Adjustments to reflect the annualization of the Fiscal Year 2007 negotiated salary compensation schedule, changes to average salaries, retirement contributions, retiree health contributions, and other benefit compensation.	0.00 \$	(445) \$	0
<b>Support for Safety and Maintenance of Visitor-Related Facilities</b> Increase in support for various programs and reimbursement to the General Fund for programs relating to the safety and maintenance of visitor-related facilities.	0.00 \$	15,535,895 \$	0
<b>Adjustments to Safety and Maintenance of Visitor-Related Facilities</b> Decrease in funds to be transferred from Special Promotional Programs to the General Fund. This adjustment reduces the amount of the discretionary one cent of TOT support to the General Fund. Other adjustments include an increase to QUALCOMM Stadium allocation for the addition of 1.00 Sr. Management Analyst and other ADA-related contractual commitments.	0.00 \$	(655,000) \$	0
<b>Adjustments to Safety and Maintenance of Visitor-Related Facilities</b> Decrease in the amount of funds to be transferred from Special Promotional Programs to the General Fund. This adjustment reduces the amount of the discretionary one cent of TOT support to the General Fund. Other adjustment includes the inclusion of the Balboa Park Centennial Celebration in the budget.	0.00 \$	(3,331,102) \$	0

# Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>				
<b>CREATIVE COMMUNITIES SAN DIEGO</b>				
1	Access/Semana Cultural Michoacana	\$ -	\$ -	\$ 1,004
2	Adams Avenue Business Association/Adams Avenue Street Fair	\$ 24,408	\$ 8,502	\$ 28,015
3	Alpha Phi Alpha Fraternity, Inc./Martin Luther King, Jr. Parade	\$ 1,500	\$ -	\$ -
4	America's Finest City Dixieland Jazz Society/San Diego Dixieland Jazz	\$ 21,509	\$ 17,119	\$ 15,389
5	Asian Story Theatre/Shave Ice - A New Theatre Production	\$ -	\$ 3,987	\$ 4,344
6	Azalea Park Neighborhood Association/Ceramic Art Installation	\$ -	\$ 3,183	\$ -
7	Bon Temps Social Club of San Diego/San Diego Cajun Zydeco Music and Food Festival	\$ 14,561	\$ 24,690	\$ 24,745
8	Cabrillo Festival, Inc./Annual Cabrillo Festival	\$ 5,001	\$ 3,609	\$ 3,303
9	Centre City Development Corporation/Downtown San Diego Multi-Cultural Festival	\$ 8,963	\$ 8,557	\$ 3,620
10	Christian Community Theatre/After School Theatre Classes & Productions for Youth	\$ -	\$ 21,370	\$ -
11	Coalition of Neighborhood Councils/Arts in Action	\$ -	\$ -	\$ 4,590
12	College Area Economic Development Corporation/Celebrate College Series	\$ -	\$ 4,977	\$ 3,318
13	Common Ground Theatre/The Josephine Baker Project	\$ -	\$ 16,153	\$ -
14	Cygnnet Theatre/The Cycle Plays with Black Assemble Theatre	\$ -	\$ 5,273	\$ -
15	Discover Pacific Beach/Pacific BeachFest	\$ 19,434	\$ 19,259	\$ 16,986
16	Encanto Community Fund/Encanto Street Fair and Cultural Arts Festival	\$ 12,208	\$ -	\$ 15,109
17	Fire Fighters Advisory Council to the Burn Institute/Fire Expo	\$ 27,376	\$ 21,370	\$ 19,513
18	Gaslamp Quarter Association/Fine Arts Festival	\$ 25,420	\$ 8,502	\$ 14,480
19	Hillcrest Business Improvement Association/City Fest	\$ 14,176	\$ 3,938	\$ 7,826
20	Historic Old Town Community Foundation/Fiesta Cinco de Mayo	\$ 27,595	\$ 30,183	\$ 28,015
21	Jacobs Center/Market Creek Series	\$ -	\$ -	\$ 16,211
22	Justice Overcoming Boundaries (JOB)/Fiesta Del Sol	\$ -	\$ -	\$ 7,376
23	Kalusugan Community Services/Filipino Heritage Festival	\$ -	\$ -	\$ 4,992
24	Kiwanis Club of Tierrasanta/Tierrasanta Oktoberfest	\$ 1,577	\$ 946	\$ 1,869
25	Lao Hmong Family Association/Hmong New Year Celebration	\$ 1,500	\$ -	\$ -
26	Linda Vista Multi-Cultural Fair, Inc./Linda Vista Multi-Cultural Fair and Parade	\$ 6,672	\$ 7,848	\$ 6,261
27	Little Italy Association/Little Italy Fiesta	\$ -	\$ -	\$ 16,475
28	Los Bilingual Writers/Bilingual Literary Project	\$ -	\$ 4,977	\$ 4,590
29	Mo' Olelo Performing ArtsMy-Home Production of Play and Outreach Program	\$ -	\$ 14,312	\$ 13,180
30	New Americans Immigration Museum/A Contemporary Story	\$ -	\$ -	\$ 4,085
31	North Park Lions Club/North Park Lions Club Holiday Parade	\$ 3,574	\$ -	\$ -
32	North Park Main Street Association/North Park Spring Festival	\$ 7,804	\$ 11,005	\$ 9,226
33	Nu-Way BHILD/Heritage Day Festival	\$ -	\$ -	\$ 3,009
34	Ocean Beach Main Street Association/Ocean Beach Street Fair and Chili Cook-Off Festival	\$ 9,121	\$ 10,970	\$ 10,887
35	Pacific Southwest Wildlife Arts, Inc./California Open Wildlife Festival	\$ 13,575	\$ 9,982	\$ 7,168
36	Peninsula Chamber of Commerce/Point Loma Cultural Faire	\$ 2,992	\$ -	\$ -
37	Pic Arts/Creative Arts Series at College Rolando Library	\$ -	\$ 2,410	\$ -
38	Point Loma Association/Point Loma Concert Series	\$ 5,234	\$ 6,183	\$ 6,277



# Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>				
<b>CREATIVE COMMUNITIES SAN DIEGO</b>				
39	Rancho Peñasquitos Town Council, Inc./Fiesta de los Peñasquitos	\$ 3,450	\$ 4,645	\$ 4,361
40	Rolando Community Council/Rolando Street Fair	\$ 1,500	\$ 2,430	\$ 2,013
41	Salvation Army/Joan B. Kroc Center/Kroc Kids Theatre	\$ -	\$ 3,190	\$ 3,901
42	San Diego Afterschool Strings Program/Gompers After School Strings Program	\$ -	\$ 7,029	\$ 3,439
43	San Diego Armed Services YMCA/North San Diego Bay July Fourth	\$ 14,565	\$ 21,370	\$ 19,513
44	San Diego Asian Film Foundation/San Diego Asian Film Festival	\$ 21,105	\$ 17,119	\$ 12,670
45	San Diego Chinese Center/Chinese New Year Food and Cultural Faire	\$ 10,662	\$ 7,792	\$ 6,506
46	San Diego City College Foundation/San Diego City College International Book Fair	\$ -	\$ -	\$ 4,590
47	San Diego Dance Alliance/Nations of San Diego International Dance Festival	\$ 12,493	\$ 7,503	\$ -
48	San Diego Earthworks/EarthFair	\$ 12,117	\$ 16,364	\$ 16,393
49	San Diego Film Foundation/San Diego Film Festival	\$ 6,928	\$ 20,367	\$ 13,395
50	San Diego Fleet Week Foundation/San Diego Fleet Week	\$ 9,199	\$ 8,608	\$ 7,783
51	San Diego North, Chamber of Commerce/RB Alive! 2008 Expo	\$ 6,311	\$ 6,222	\$ 4,859
52	San Diego Shakespeare Society/SD Student Shakespeare Festival	\$ -	\$ -	\$ 3,620
53	San Diego State University Foundation/Border Voices Poetry Project: Border Voices Poetry Fair	\$ 14,890	\$ 5,350	\$ 5,430
54	San Diego Youth and Community Services/Youth Connection, Teen Theatre Project	\$ -	\$ 6,451	\$ 4,684
55	Sherman Heights Community Center/Dia de los Muertos	\$ 1,500	\$ -	\$ -
56	Spirit of the Fourth, Inc./Independence Day Celebration	\$ 7,580	\$ -	\$ -
57	Torrey Pines Kiwanis Foundation/La Jolla Festival of the Arts and Food Faire	\$ 11,000	\$ 21,370	\$ 10,098
58	WorldBeat Center/African Market and Drum Festival	\$ 5,083	\$ -	\$ -
<b>SUBTOTAL CREATIVE COMMUNITIES SAN DIEGO</b>		<b>\$ 392,583</b>	<b>\$ 425,115</b>	<b>\$ 425,118</b>
<b>ORGANIZATIONAL SUPPORT</b>				
59	Actors Alliance of San Diego	\$ 13,228	\$ 13,604	\$ 10,971
60	Aja	\$ -	\$ 12,494	\$ 13,637
61	Asian Story Theatre	\$ 4,257	\$ -	\$ -
62	Athenaeum Music and Arts Library	\$ 111,258	\$ 106,228	\$ 106,578
63	California Ballet Association/Company	\$ 92,324	\$ 97,651	\$ 91,143
64	Camarada, Inc.	\$ 9,977	\$ 10,883	\$ 9,258
65	Center for World Music	\$ 11,684	\$ 14,440	\$ -
66	Centro Cultural de la Raza	\$ 16,848	\$ 16,611	\$ 25,618
67	Children's Museum of San Diego/Museo de los Niños de San Diego	\$ -	\$ 29,827	\$ -
68	Christian Community Theater/Christian Youth Theater	\$ 68,806	\$ -	\$ -
69	City Ballet, Inc.	\$ 40,118	\$ 45,855	\$ 54,517
70	Civic Youth Orchestra, Inc.	\$ 14,986	\$ 13,456	\$ -
71	Classics for Kids	\$ 19,808	\$ 21,853	\$ 27,848
72	Common Ground Theatre	\$ 5,722	\$ -	\$ 5,657
73	Community Actors Theatre	\$ 3,129	\$ -	\$ -

# Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>				
<b>ORGANIZATIONAL SUPPORT</b>				
74	Culture Shock Dance Troupe	\$ 7,286	\$ 12,917	\$ 16,910
75	Cygnnet Theater	\$ -	\$ -	\$ 34,704
76	Diversionsary Theatre	\$ 28,717	\$ 29,547	\$ 45,955
77	Eveoke Dance Theatre	\$ 44,442	\$ 39,320	\$ 39,958
78	Fern Street Community Arts, Inc.	\$ 25,709	\$ 29,673	\$ 28,377
79	Fritz Theatre	\$ 3,675	\$ 4,104	\$ -
80	Gaslamp Quarter Historical Foundation	\$ 32,345	\$ 27,912	\$ 44,869
81	Gay Men's Chorus of San Diego	\$ 12,333	\$ 9,266	\$ 13,258
82	Icarus Puppet Company	\$ 12,471	\$ 9,973	\$ 7,234
83	Installation Gallery	\$ 89,324	\$ 44,765	\$ -
84	Japanese Friendship Garden Society, San Diego	\$ 43,629	\$ 57,422	\$ 52,955
85	Jean Isaac's San Diego Dance Theater	\$ 25,650	\$ 25,535	\$ 29,417
86	La Jolla Music Society	\$ 194,544	\$ 191,378	\$ 194,496
87	La Jolla Playhouse	\$ 331,430	\$ 382,303	\$ 388,187
88	La Jolla Symphony and Chorus	\$ 35,649	\$ 25,983	\$ 27,826
89	Lower Left	\$ 6,802	\$ 7,158	\$ -
90	Lyric Opera San Diego	\$ 53,783	\$ 53,491	\$ 83,181
91	Mainly Mozart Festival, Inc.	\$ 92,687	\$ 98,482	\$ 114,079
92	Malashock Dance and Company	\$ 34,672	\$ 26,988	\$ 30,485
93	Maritime Museum Association of San Diego	\$ 176,201	\$ 235,171	\$ 249,667
94	McCaleb Dance	\$ 16,659	\$ -	\$ -
95	Media Arts San Diego	\$ 46,876	\$ 51,468	\$ 52,638
96	Mingei International Museum	\$ 235,822	\$ 160,185	\$ 184,779
97	Museum of Contemporary Arts, San Diego	\$ 319,444	\$ 307,456	\$ 315,102
98	Museum of Photographic Arts	\$ 149,786	\$ 134,807	\$ 124,600
99	New Works/Vantage Theatre	\$ 6,382	\$ 5,272	\$ 3,531
100	PASACAT	\$ 12,093	\$ 11,932	\$ -
101	Patricia Rincon Dance Collective	\$ 21,422	\$ 27,510	\$ 32,220
102	Persian Cultural Center	\$ 23,367	\$ 31,922	\$ -
103	Playwrights Project	\$ 29,137	\$ 28,400	\$ 31,343
104	Reuben H. Fleet Space Theater and Science Center/San Diego Space and Science Foundation	\$ 300,003	\$ 300,340	\$ 297,335
105	Samahan Filipino American Performing Arts and Education Center	\$ 12,792	\$ 11,185	\$ 10,406
106	San Diego Aerospace Museum, Inc.	\$ 145,237	\$ 126,317	\$ -
107	San Diego Archaeological Center	\$ 23,773	\$ 29,485	\$ 30,075
108	San Diego Art Institute	\$ 45,107	\$ 46,956	\$ 45,736
109	San Diego Automotive Museum	\$ 64,180	\$ 43,061	\$ 45,610
110	San Diego Ballet	\$ 29,981	\$ 32,632	\$ 31,120
111	San Diego Book Art	\$ 2,521	\$ 3,403	\$ -
112	San Diego Center for Jewish Culture	\$ 86,397	\$ 97,594	\$ 103,977
113	San Diego Chamber Orchestra	\$ 81,886	\$ 84,608	\$ 87,691

# Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>				
<b>ORGANIZATIONAL SUPPORT</b>				
114	San Diego Children's Choir	\$ 27,834	\$ 24,314	\$ 22,681
115	San Diego Chinese Historical Society and Museum	\$ 14,737	\$ 17,160	\$ 17,196
116	San Diego Civic Light Opera	\$ -	\$ 48,935	\$ -
117	San Diego Civic Youth Ballet	\$ -	\$ 13,976	\$ 18,095
118	San Diego Early Music Society	\$ 9,796	\$ 8,700	\$ 9,472
119	San Diego Guild of Puppetry	\$ 4,274	\$ 5,186	\$ 6,793
120	San Diego Historical Society	\$ 122,553	\$ 94,556	\$ 97,689
121	San Diego Junior Theatre	\$ 100,788	\$ 107,674	\$ 107,728
122	San Diego Master Chorale	\$ 18,288	\$ 18,741	\$ 19,685
123	San Diego Men's Chorus	\$ 9,362	\$ 7,213	\$ 11,136
124	San Diego Model Railroad Museum, Inc.	\$ 44,800	\$ 44,448	\$ 70,036
125	San Diego Museum Council	\$ 10,129	\$ 9,948	\$ 10,266
126	San Diego Museum of Art	\$ 364,030	\$ 386,863	\$ 380,483
127	San Diego Museum of Man	\$ 146,190	\$ 140,164	\$ 165,488
128	San Diego Natural History Museum/San Diego Society of Natural History	\$ 440,016	\$ 357,735	\$ 400,932
129	San Diego New Music	\$ 2,393	\$ 1,709	\$ -
130	San Diego Opera Association	\$ 465,957	\$ 456,415	\$ 462,172
131	San Diego Performing Arts League	\$ 75,331	\$ 49,477	\$ 50,364
132	San Diego Repertory Theatre	\$ 193,014	\$ 188,857	\$ 176,860
133	San Diego Symphony Orchestra Association, Inc.	\$ 401,931	\$ 455,285	\$ 458,774
134	San Diego Theatre, Inc.	\$ -	\$ -	\$ 7,581
135	San Diego Water Color Society	\$ -	\$ -	\$ 10,321
136	San Diego Women's Chorus	\$ 4,875	\$ 4,538	\$ 4,996
137	San Diego Young Artists Music Academy, Inc.	\$ 5,282	\$ 15,143	\$ 14,740
138	San Diego Young Artists Symphony Orchestra	\$ 8,550	\$ 8,084	\$ 10,706
139	San Diego Youth Symphony and Conservatory	\$ 79,691	\$ 50,600	\$ 59,455
140	Save Our Heritage Organization	\$ 30,560	\$ 44,414	\$ 64,221
141	Sledgehammer Theatre	\$ 23,066	\$ 18,447	\$ 13,769
142	Spreckels Organ Society	\$ 26,362	\$ 29,383	\$ 29,199
143	Sushi Visual and Performing Arts, Inc.	\$ 14,037	\$ 16,450	\$ 23,012
144	The Old Globe Theatre	\$ 432,001	\$ 494,426	\$ 469,351
145	Veteran's Memorial Center/Veteran's Museum and Memorial Center	\$ 21,435	\$ 21,350	\$ 26,953
146	Westwind Brass	\$ 15,120	\$ 31,892	\$ 26,889
147	Women's History Museum and Educational Center	\$ 3,712	\$ 6,640	\$ 7,500
148	WorldBeat Center/African Market and Drum Festival	\$ -	\$ 18,531	\$ 23,330
149	Young Audiences of San Diego	\$ 16,706	\$ 23,104	\$ 28,362
<b>SUBTOTAL ORGANIZATIONAL SUPPORT</b>		<b>\$ 6,449,179</b>	<b>\$ 6,449,181</b>	<b>\$ 6,449,183</b>
<b>OTHER</b>				
150	Arts, Culture, and Community Festivals Program Administration	\$ 775,422	\$ 877,762	\$ 915,767

# Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>				
<b>OTHER</b>				
151	Mayor/City Council Allocations	\$ 72,900	\$ 72,900	\$ 220,000
152	Public Art Fund	\$ 52,882	\$ 30,000	\$ 30,000
<b>SUBTOTAL OTHER</b>		<b>\$ 901,204</b>	<b>\$ 980,662</b>	<b>\$ 1,165,767</b>
<b>TOTAL ARTS, CULTURE, AND COMMUNITY FESTIVALS</b>		<b>\$ 7,742,966</b>	<b>\$ 7,854,958</b>	<b>\$ 8,040,068</b>
<b>CAPITAL IMPROVEMENTS</b>				
<b>CAPITAL IMPROVEMENTS</b>				
153	Balboa Park/Mission Bay Park Improvements	\$ 6,971,298	\$ 6,948,990	\$ 6,949,448
154	Convention Center Complex	\$ 9,721,006	\$ 9,541,886	\$ 9,702,435
155	Natural History Museum	\$ 300,000	\$ -	\$ -
156	New Convention Facility	\$ 4,039,198	\$ 4,339,198	\$ 4,339,198
157	PETCO Park	\$ 15,629,197	\$ 19,269,265	\$ 14,107,374
158	Trolley Extension Reserve	\$ 4,079,172	\$ 4,079,172	\$ 4,079,882
<b>SUBTOTAL CAPITAL IMPROVEMENTS</b>		<b>\$ 40,739,871</b>	<b>\$ 44,178,511</b>	<b>\$ 39,178,337</b>
<b>TOTAL CAPITAL IMPROVEMENTS</b>		<b>\$ 40,739,871</b>	<b>\$ 44,178,511</b>	<b>\$ 39,178,337</b>
<b>ECONOMIC DEVELOPMENT PROGRAMS</b>				
<b>CITYWIDE ECONOMIC DEVELOPMENT</b>				
159	Accessible San Diego	\$ 65,039	\$ 65,039	\$ 65,039
160	California State Games	\$ 15,427	\$ 15,427	\$ 15,427
161	Elite Racing/Rock N Roll Marathon	\$ 19,519	\$ 19,519	\$ 19,519
162	San Diego Bowl Game Association/Pacific Life Holiday Bowl	\$ 391,137	\$ 391,137	\$ 391,137
163	San Diego Convention and Visitors Bureau	\$ 8,830,411	\$ 8,830,411	\$ 8,830,411
164	San Diego Crew Classic/Rowing Regatta	\$ 4,648	\$ 4,648	\$ 4,648
165	San Diego Film Commission	\$ 661,817	\$ 661,817	\$ 661,817
166	San Diego Hall of Champions	\$ 79,008	\$ 75,000	\$ 75,000
167	San Diego International Sports Council	\$ 145,800	\$ 145,800	\$ 145,800
168	San Diego North Convention and Visitors Bureau	\$ 380,903	\$ 380,903	\$ 380,903
169	San Diego Regional Economic Development Corporation	\$ 1,013,766	\$ 1,013,766	\$ 619,150
170	San Diego World Trade Center/Local Access to Global Markets	\$ 114,271	\$ 114,271	\$ 69,790
<b>SUBTOTAL CITYWIDE ECONOMIC DEVELOPMENT</b>		<b>\$ 11,721,746</b>	<b>\$ 11,717,738</b>	<b>\$ 11,278,641</b>
<b>ECONOMIC DEVELOPMENT AND TOURISM SUPPORT</b>				
171	ACCION San Diego	\$ 45,887	\$ 37,944	\$ -
172	Asian Business Association San Diego	\$ 27,370	\$ -	\$ 33,654
173	Business Improvement District Council	\$ 42,509	\$ 53,000	\$ 41,750
174	Citizen Diplomacy Council of San Diego	\$ 28,011	\$ 34,406	\$ 39,658

# Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
-----	--------------------------	-------------------	-------------------	------------------

## ECONOMIC DEVELOPMENT PROGRAMS

### ECONOMIC DEVELOPMENT AND TOURISM SUPPORT

175	City Heights Community Development Corporation	\$ 26,717	\$ 48,766	\$ 33,786
176	Disabled Businesspersons Association	\$ 26,716	\$ -	\$ -
177	Food and Beverage Association of San Diego	\$ 36,387	\$ 27,417	\$ 23,433
178	Hostelling International-American Youth Hostels	\$ 45,887	\$ 45,175	\$ 50,466
179	International Rescue Committee	\$ -	\$ -	\$ 45,068
180	Japan Society of San Diego and Tijuana	\$ 26,562	\$ 18,761	\$ 36,641
181	Old Town San Diego Chamber of Commerce	\$ 8,330	\$ 14,060	\$ 18,370
182	Otay Mesa Chamber of Commerce	\$ 45,273	\$ 43,368	\$ 45,068
183	Promote La Jolla, Inc.	\$ 34,007	\$ 36,140	\$ 37,575
184	San Diego County Hispanic Chamber of Commerce	\$ 32,115	\$ 43,368	\$ -
185	San Diego East Visitors Bureau	\$ 42,034	\$ 52,531	\$ 40,623
186	South County Economic Development Council	\$ 26,045	\$ 36,035	\$ 39,671
187	Travelers Aid Society of San Diego	\$ 45,887	\$ 48,766	\$ 53,974

<b>SUBTOTAL ECONOMIC DEVELOPMENT AND TOURISM SUPPORT</b>	<b>\$ 539,737</b>	<b>\$ 539,737</b>	<b>\$ 539,737</b>
--	-------------------	-------------------	-------------------

### OTHER

188	Business Expansion, Attraction and Retention (formerly City of San Diego/Economic Development)	\$ 375,829	\$ 375,829	\$ 375,829
189	Economic Development Program Administration (formerly Economic Development and Tourism Support Administration)	\$ 49,325	\$ 50,805	\$ 178,450

<b>SUBTOTAL OTHER</b>	<b>\$ 425,154</b>	<b>\$ 426,634</b>	<b>\$ 554,279</b>
-----------------------	-------------------	-------------------	-------------------

<b>TOTAL ECONOMIC DEVELOPMENT PROGRAMS</b>	<b>\$ 12,686,637</b>	<b>\$ 12,684,109</b>	<b>\$ 12,372,657</b>
--	----------------------	----------------------	----------------------

## MAJOR EVENTS

### MAJOR EVENTS

190	Major Events Revolving Fund	\$ 300,000	\$ -	\$ 38,462
-----	-----------------------------	------------	------	-----------

<b>SUBTOTAL MAJOR EVENTS</b>	<b>\$ 300,000</b>	<b>\$ -</b>	<b>\$ 38,462</b>
------------------------------	-------------------	-------------	------------------

<b>TOTAL MAJOR EVENTS</b>	<b>\$ 300,000</b>	<b>\$ -</b>	<b>\$ 38,462</b>
---------------------------	-------------------	-------------	------------------

## SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

### SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

191	Balboa Park Centennial	\$ -	\$ -	\$ 150,000
192	Discretionary Transient Occupancy Tax Support to General Fund	\$ -	\$ -	\$ 10,579,289
193	Horton Plaza Theatre Foundation	\$ -	\$ 385,000	\$ 385,000
194	Mission Trails Regional Park Foundation, Inc.	\$ 36,450	\$ 36,450	\$ 36,450
195	QUALCOMM Stadium	\$ 3,000,000	\$ 5,500,000	\$ 6,445,000
196	Regional Park Safety Program	\$ 86,754	\$ 88,726	\$ 92,642
197	Transient Occupancy Tax (TOT) Payment Audit	\$ 69,109	\$ 69,109	\$ 69,109

# Special Promotional Programs

No.	ORGANIZATION/ PROGRAM	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
-----	--------------------------	-------------------	-------------------	------------------

## SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

### SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES

198	Transient Occupancy Tax Administration and Promotional Activities	\$ 39,405,054	\$ 295,691	\$ 166,834
<b>SUBTOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>		<b>\$ 42,597,367</b>	<b>\$ 6,374,976</b>	<b>\$ 17,924,324</b>
<b>TOTAL SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES</b>		<b>\$ 42,597,367</b>	<b>\$ 6,374,976</b>	<b>\$ 17,924,324</b>

## SUMMARY

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
ARTS, CULTURE, AND COMMUNITY FESTIVALS	\$ 7,742,966	\$ 7,854,958	\$ 8,040,068
ECONOMIC DEVELOPMENT PROGRAMS	\$ 12,686,637	\$ 12,684,109	\$ 12,372,657
SAFETY AND MAINTENANCE OF VISITOR-RELATED FACILITIES	\$ 42,597,367	\$ 6,374,976	\$ 17,924,324
CAPITAL IMPROVEMENTS	\$ 40,739,871	\$ 44,178,511	\$ 39,178,337
MAJOR EVENTS	\$ 300,000	\$ -	\$ 38,462
<b>TOTAL SPECIAL PROMOTIONAL PROGRAMS BUDGET</b>	<b>\$ 104,066,841</b>	<b>\$ 71,092,554</b>	<b>\$ 77,553,848</b>

## Expenditures by Category

	FY 2006 BUDGET	FY 2007 BUDGET	FY 2008 FINAL
<b>PERSONNEL</b>			
Salaries & Wages	\$ 457,480	\$ 468,298	\$ 486,197
Fringe Benefits	\$ 222,998	\$ 226,757	\$ 250,659
<b>SUBTOTAL PERSONNEL</b>	<b>\$ 680,478</b>	<b>\$ 695,055</b>	<b>\$ 736,856</b>
<b>NON-PERSONNEL</b>			
Supplies & Services	\$ 103,326,551	\$ 70,337,147	\$ 76,753,076
Information Technology	\$ 51,518	\$ 51,230	\$ 58,193
Energy/Utilities	\$ 7,294	\$ 8,122	\$ 4,723
Equipment Outlay	\$ 1,000	\$ 1,000	\$ 1,000
<b>SUBTOTAL NON-PERSONNEL</b>	<b>\$ 103,386,363</b>	<b>\$ 70,397,499</b>	<b>\$ 76,816,992</b>
<b>TOTAL</b>	<b>\$ 104,066,841</b>	<b>\$ 71,092,554</b>	<b>\$ 77,553,848</b>

## Salary Schedule

### TRANSIENT OCCUPANCY TAX FUND

#### Commission for Arts and Culture

<i>Class</i>	<i>Position Title</i>	<i>FY 2007 Positions</i>	<i>FY 2008 Positions</i>	<i>Salary</i>	<i>Total</i>
1107	Administrative Aide II	1.00	1.00	\$ 50,684	\$ 50,684
1218	Assoc Management Analyst	2.00	2.00	\$ 64,539	\$ 129,078

# Special Promotional Programs

## Salary Schedule

### TRANSIENT OCCUPANCY TAX FUND

#### Commission for Arts and Culture

<i>Class</i>	<i>Position Title</i>	<i>FY 2007 Positions</i>	<i>FY 2008 Positions</i>		<i>Salary</i>		<i>Total</i>
1769	Public Art Program Administrator	2.00	<b>2.00</b>	\$	78,079	\$	156,158
1876	Executive Secretary	1.00	<b>1.00</b>	\$	52,008	\$	52,008
2268	Executive Director	1.00	<b>1.00</b>	\$	97,488	\$	97,488
	Temporary Help	0.00	<b>0.00</b>	\$	-	\$	781
	<b>Total</b>	<u>7.00</u>	<u><b>7.00</b></u>			<b>\$</b>	<b>486,197</b>

<b>SPECIAL PROMOTIONAL PROGRAMS</b>	7.00	<b>7.00</b>		<b>\$</b>	<b>486,197</b>
<b>TOTAL</b>					

# Special Promotional Programs

## Revenue and Expense Statement (Non-General Fund)

### TRANSIENT OCCUPANCY TAX FUND 10220

	FY 2006* BUDGET	FY 2007* BUDGET	FY 2008* FINAL
<b>BEGINNING BALANCE AND RESERVE</b>			
Prior Year Reserve for Encumbrances	\$ -	\$ 5,515,777	\$ 4,641,193
<b>TOTAL BALANCE</b>	\$ -	\$ 5,515,777	\$ 4,641,193
<b>REVENUE</b>			
Grants and Other Revenue	\$ -	\$ 112,997	\$ 112,997
Sales Tax Allocation (1)	\$ 42,851,052	\$ -	\$ -
Transfer from General Fund	\$ -	\$ 4,731,181	\$ -
Transient Occupancy Tax	\$ 61,215,789	\$ 66,238,724	\$ 77,440,851
<b>TOTAL REVENUE</b>	\$ 104,066,841	\$ 71,082,902	\$ 77,553,848
<b>TOTAL BALANCE AND REVENUE</b>	\$ 104,066,841	\$ 76,598,679	\$ 82,195,041
<b>OPERATING EXPENSE</b>			
Operating Expense	\$ 20,795,616	\$ 21,314,934	\$ 21,213,651
Transfer to Balboa Park/Mission Bay Park Improvement	\$ 7,271,298	\$ 6,948,990	\$ 6,949,448
Transfer to Convention Center Complex Fund	\$ 9,721,006	\$ 9,541,886	\$ 9,702,435
Transfer to General Fund	\$ 39,178,472	\$ 69,109	\$ 10,648,398
Transfer to Major Events Revolving Fund	\$ 300,000	\$ -	\$ 38,462
Transfer to New Convention Facility Fund	\$ 4,039,198	\$ 4,339,198	\$ 4,339,198
Transfer to PETCO Park Fund	\$ 15,629,197	\$ 19,269,265	\$ 14,107,374
Transfer to Public Art Fund	\$ 52,882	\$ 30,000	\$ 30,000
Transfer to QUALCOMM Stadium	\$ 3,000,000	\$ 5,500,000	\$ 6,445,000
Transfer to Trolley Extension Reserve Fund	\$ 4,079,172	\$ 4,079,172	\$ 4,079,882
<b>TOTAL OPERATING EXPENSE</b>	\$ 104,066,841	\$ 71,092,554	\$ 77,553,848
<b>TOTAL EXPENSE</b>	\$ 104,066,841	\$ 71,092,554	\$ 77,553,848
<b>RESERVE</b>			
Reserve	\$ -	\$ 5,506,125	\$ 4,641,193
<b>TOTAL RESERVE</b>	\$ -	\$ 5,506,125	\$ 4,641,193
<b>TOTAL RESERVE</b>	\$ -	\$ 5,506,125	\$ 4,641,193
<b>BALANCE</b>	\$ -	\$ -	\$ -
<b>TOTAL EXPENSE, RESERVE AND BALANCE</b>	\$ 104,066,841	\$ 76,598,679	\$ 82,195,041

\* At the time of publication audited financial statements for Fiscal Year 2006 were not available. Therefore, the Fiscal Years 2006 and 2007 columns reflect final budget amounts from the Fiscal Year 2006 and 2007 Annual Budgets. As such, balances and reserves do not reflect carryover from the previous fiscal year.

(1) All sales tax is budgeted directly in the General Fund.